

## REMARKS

This Response is submitted in reply to the Final Office Action dated November 6, 2008. Claims 1-36 are pending in this application. Claims 1-18 are withdrawn from consideration and Claims 19-36 are rejected. In response, Claims 19-36 are cancelled and Claims 37-57 are newly added. The amendment does not add new matter. In view of the amendment and/or for the reasons set forth below, Applicants respectfully submit that the rejections are improper and should be withdrawn.

### **Rejections under 35 U.S.C. 112**

In the Office Action, Claims 19, 27-30, and 34-36 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. In this amendment, Claims 19, 27-30, and 34-36 have been cancelled without prejudice or disclaimer. Accordingly, Applicants respectfully request the 35 U.S.C. 112 rejection be reconsidered and withdrawn.

### **Rejections under 35 U.S.C. 102**

In the Office Action, Claims 19-36 are rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Publication No. 2001/0037316 to Shiloh ("Shiloh"). In this amendment, Claims 19-36 have been cancelled without prejudice or disclaimer. Accordingly, Applicants respectfully request the anticipation rejection be reconsidered and withdrawn.

### **New Claims**

Applicants note that Claims 37-57 have been newly added. The amendment is fully supported by the specification. For example, support can be found in the Preliminary Amendment dated November 23, 2004 at the following locations:

Claims 37, 41, and 45 are supported at page 21, lines 6-12 and Fig. 28;

Claims 38, 42, 46, 50, 53, and 56 are supported at page 26, line 24 – page 27, line 4, page 28, lines 7-14, Figs. 12-14, and Fig. 29;

Claims 39, 43, 47, 51, 54, and 57 are supported at page 32, lines 20-24 and Fig. 30;

Claims 40, 44, and 48 are supported at page 16, lines 20-26 and Fig. 7; and

Claims 49, 52, and 55 are supported at page 20, lines 18-27, page 22, line 28 – page 23, line 6, and Figs. 12-14.

Applicants respectfully submit the subject matter as defined in the newly added claims is patentable over the cited art of record. For example, Shiloh fails to disclose, at a minimum, storing identification information of an IC chip and storing content information associated with the IC chip as claimed. Applicants submit that Shiloh is silent regarding an IC chip or any information associated with an IC chip. For at least the foregoing reasons, Applicants respectfully submit that Claims 37, 41, 45, 49, 52, and 55 and the claims that depend therefrom are in condition for allowance and earnestly solicit reconsideration of the same.

The Commissioner is hereby authorized to charge deposit account 02-1818 for any fees which are due and owing. If such a withdrawal is made, please indicate the Attorney Docket No. 112857-397 on the account statement.

Respectfully submitted,

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